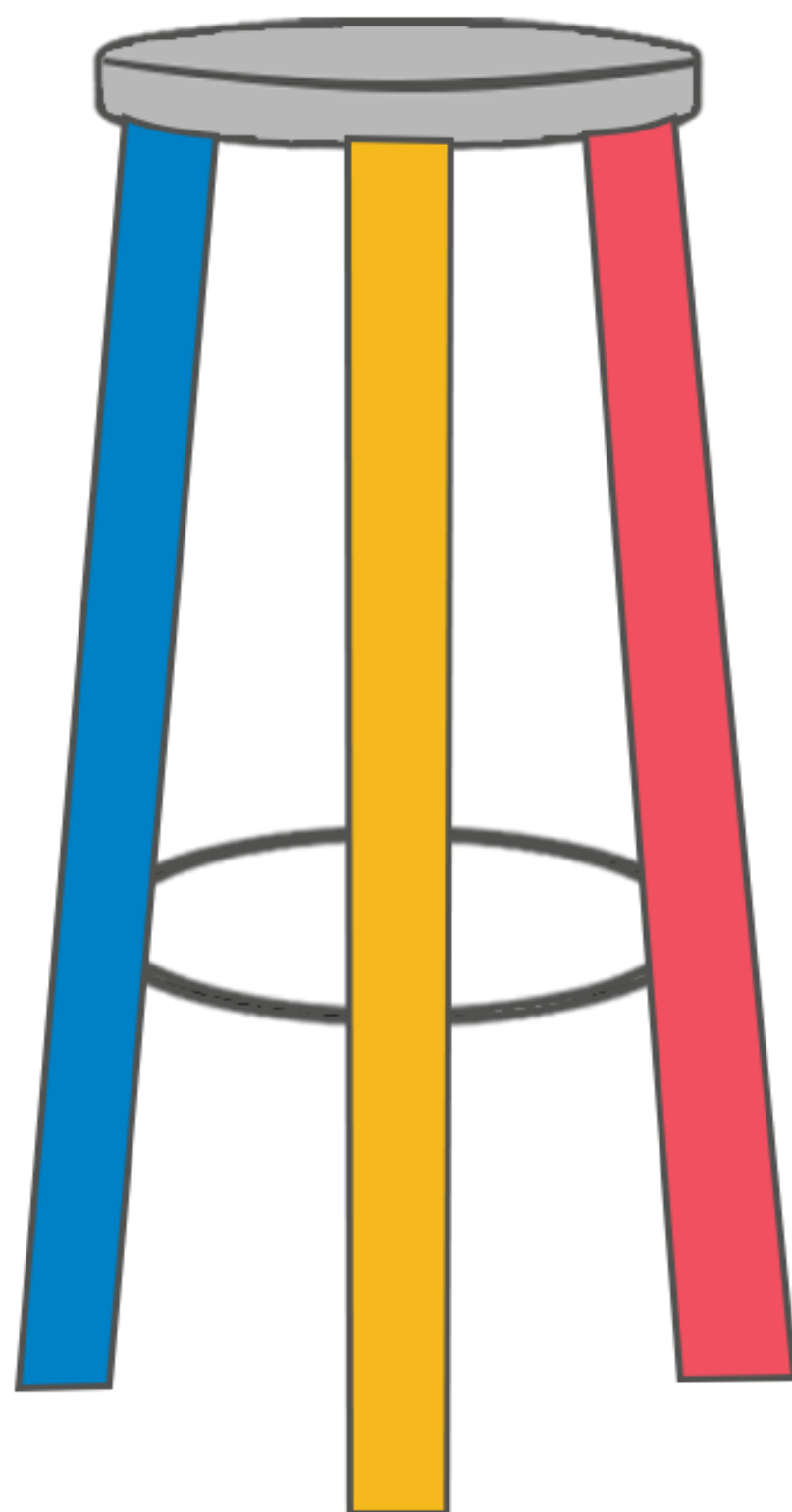




Strategies for Communicating Climate Wins

**Advancing Toward 100% Clean Energy: A State-Federal Summit
Communicating the Decarbonization Story**





1

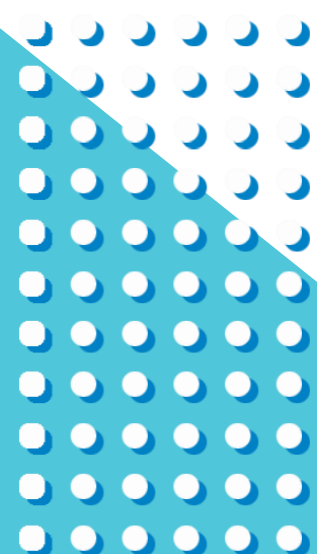
Support and commission participatory research and narrative development.

2

Recruit and build alignment among partner and anchor organizations at the national, state, and local level.

3

Implement new narratives and messaging across channels, issues, and states.



ALL RESOURCES

CATEGORY : All

TAGS : All

SORT

RAPID RESPONSE MEMO

Telling the Real Story on SB 147

Introduction

Opponents of our freedoms have pushed forward with another attack on our freedom to build a better life and community in this country. This time, certain politicians are threatening to strip Texans from buying property in the state they call home in order to divide us based on where we come from so they can maintain power and hide their refusal to fully fund the programs and services we need. Earlier this year, a Texas State Senator proposed SB 147, which would ban citizens, businesses, or other entities from China, Iran, North Korea, and Russia from purchasing land in Texas. Since then, thousands of Texas have rallied across the state to denounce SB 147.

Whether we moved here recently or many years ago, the politicians in power in our state have been trying to sow division in our communities for decades. They've stripped our communities of the resources we really need: healthcare, education, housing, and good jobs. They've passed laws to stigmatize people based on where they were born, what they look like, or what language they speak. All of this because some politicians don't believe that all of us should be able to put down roots in our home state and build a better future for generations to come.

Shamefully, these politicians are continuing a 20th century practice of power hungry leaders passing laws in more than a dozen states to stop Asian immigrants from owning land and property. Now, they are ramping up their attempts to divide and distract us from the solutions we need by pushing legislation that denies us our freedoms to find safety, build better lives, and invest in the places we call home.

This message guidance has been compiled to assist groups organizing on this issue with telling a comprehensive story that not only pushes back at property bans but also drives us forward to the vision of the welcoming country we seek.

Messaging Guidance

LEAD with shared values — every family having the freedom to build a better life and community — in a way that names race and class while bringing people together.

FOCUS on how this is a tactic to distract us from their failures to fully fund the systems we all rely on. Resist frames that reinforce our opponent's focus on security.

Feb 23, 2023

RESEARCH SUMMARY

RCN Research with AAPI Communities (2018-2022)

Last updated February 8, 2023

The Asian American Pacific Islander (AAPI) population is incredibly diverse, complex, and powerful. AAPI communities have played an integral role in American history since its earliest days, and yet they are among some of the most politically underrepresented populations in the country.

In recent years, AAPIs have grown increasingly influential as voters. In the 2020 election, Asian Americans were essential in securing victory for Democrats in the Senate and the executive branch in swing states like Georgia and Arizona. The number of AAPI voters who cast their ballot in 2020 in battleground states like Pennsylvania and North Carolina exceeded the presidential margin of victory. Meanwhile, the last couple of decades have seen record increases in turnout among AAPI voters. Between 2000 and 2020, Asian Americans made up the fastest growing racial or ethnic group in the U.S. electorate.

Despite the integral role AAPI communities play in our country and in the voting booth, when it comes to political outreach and messaging research, they remain largely overlooked and oversimplified — treated as one homogenous voting bloc. In the critical 2022 midterm elections, Asian and Pacific Islander American Vote's Asian American Voter Survey found that only about half of AAPI registered voters were contacted by either major party.

Whether from India or the Philippines, China or Cambodia — and whether their families have lived in the U.S. for several generations or immigrated in recent years — Asian Americans and Pacific Islanders in the U.S. have been reduced to one broad demographic term. While it's true that we talk about AAPIs broadly here, we also recognize that there can be significant differences between each ethnic group and that we must keep this in mind when conducting research and making recommendations on how to best connect with the diversity of the community. In our work we have not been able to address all of those nuances but we do our best to lift those differences when available while making broad recommendations.

Feb 21, 2023



Feb 13, 2023



TOP







What Should Our Communications Strategy Include?

- ❑ Celebration
- ❑ Pressure
- ❑ Lift the community
- ❑ Through it all
 - ❑ Be race forward
 - ❑ Lift how those who are most impacted benefit



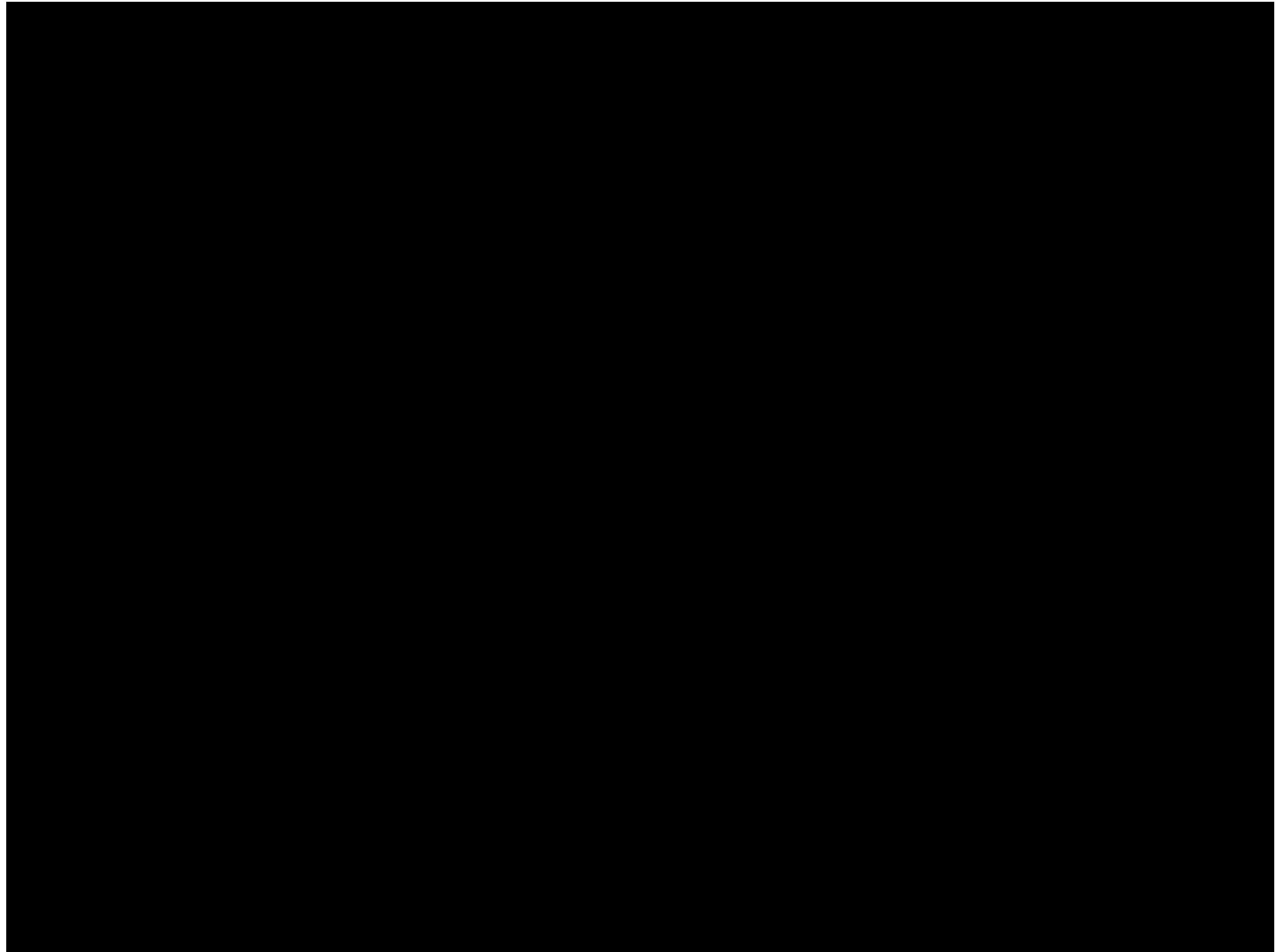
Celebration



- ❑ Share stories of what is being done and what will come
- ❑ Show people's excitement
- ❑ Tie it to people's everyday lives not just birds and wonky slogans



57,000 views 2,000 likes within a couple of days



Pressure



Lift The Community



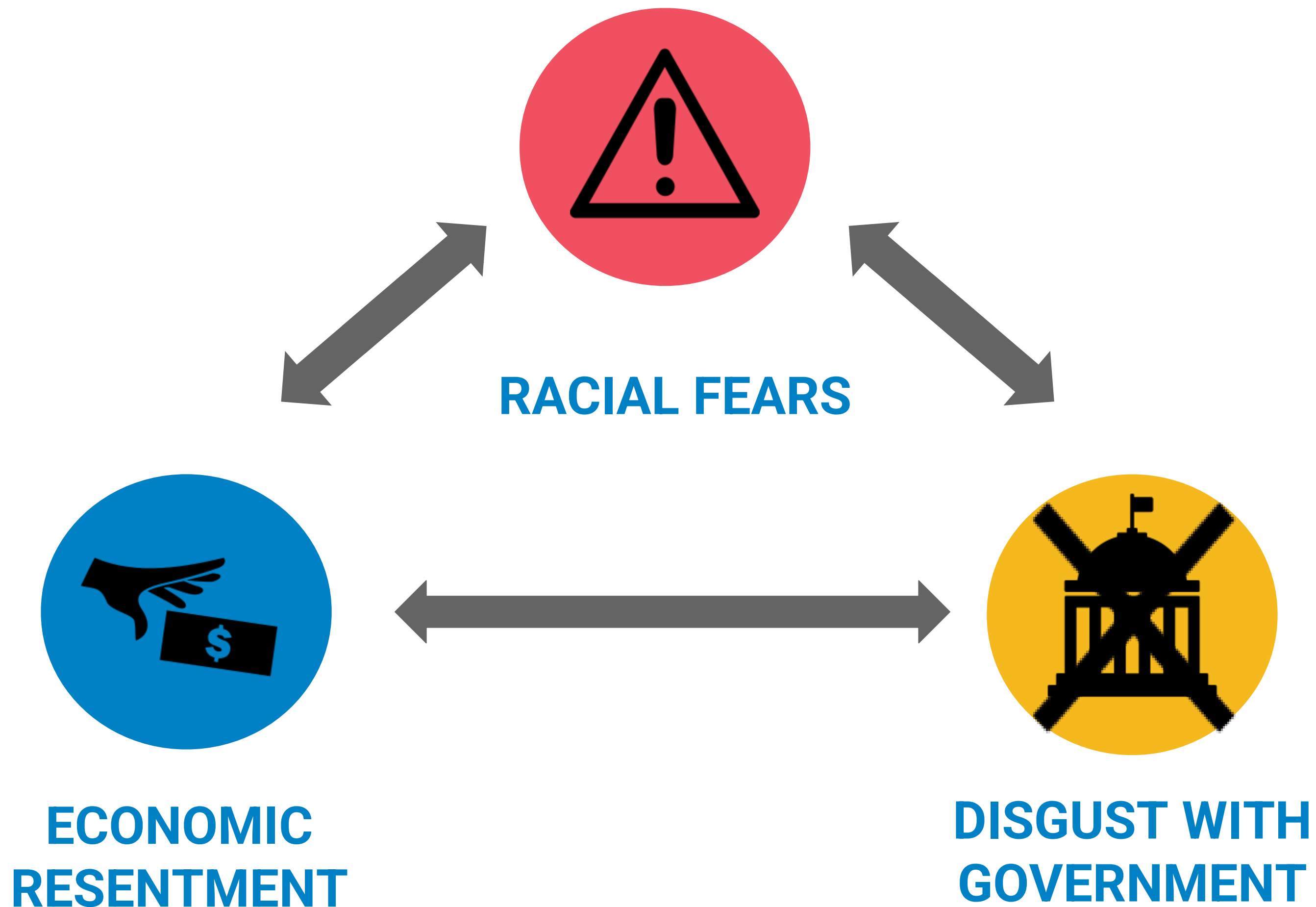
- ❑ Center the *people* in your area, not elected leaders
- ❑ Ensure the community knows they made this happen
- ❑ Implement with a focus on those most impacted



Be Race Forward



CORE ELEMENTS OF THE OPPOSITION'S NARRATIVE



Lift those who are most impacted



Show this as a positive for a diversity of communities





Questions?

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We Make The Future

wemakethefuture.us

